

ABSTRACT OF THE DISCLOSURE

5 A transfer terminal transferring information through a storage medium is separately provided for a game terminal executing a game. The transfer terminal communicates with a server, for example, through a data communication path. When an acquisition request for additional data related to a game program is transmitted from the transfer terminal to the server, the server transmits the additional data together with advertisement data related to the game program. The transfer terminal receives the contents transmitted from the server and writes to the storage medium. 10 Thereafter, the storage medium is mounted on the game terminal and accessed, so that the additional data and the advertisement data are supplied to the game terminal. When the user executes the game using the additional data by operating the game terminal, advertisement image based on the supplied advertisement data is displayed for the user.